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MEMORANDUM

To: Library of California Board
cc: Diana Paque; Liz Gibson; Cameron Robertson; Kevin Starr
From: Susan Steinhauser, Chair, Legislative Committee, Library of California Board
Re: Advocacy: Notes From California Conference of Law Librarians and Trustees October 11, 2002 Annual Meeting
Date: October 30, 2002

On October 11, 2002 I attended the Annual Meeting of the Conference of California County Law Librarians and Trustees. I found State Senator Joe Dunn's presentation about advocacy so informative and effective that I wanted to share some of the highlights with you.

The key to advocacy is RELATIONSHIPS.

- ❑ Know the legislative process, i.e. how a bill is enacted into law.
- ❑ Know the political parties and politicians who control the process.
- ❑ Know the makeup of the committees with which you work, esp. partisan, chair, consultant.
- ❑ Know your **local** legislators. Build a relationship with local legislators and their staff. It is critical to lay groundwork at the local level.
- ❑ Get to know local legislators when things are good, not just when you need help.
- ❑ Meet newly elected and incumbent legislators. Make visits immediately after elections, esp. November 5 – January 1.
- ❑ Personalize the relationship. Remember birthdays. Invite legislator/staff to holiday parties. Ask about them.
- ❑ Connect to related organizations, e.g. State Bar, Judicial Council, LACBA. Build coalitions. (NOTE: In the case of LOC, connect to California Library Association, California School Library Association, League of Cities, California State Association of Counties (CSAC), technology groups, education groups like PTA, etc.)
- ❑ What is your message. The message may be different for different audiences. Remember you provide a resource. You can help staff with constituent needs.